

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 NEAE-00 /033 W
-----101708Z 117504 /53

P R 101115Z MAY 77
FM AMCONSUL CASABLANCA
TO USDOC WASHDC PRIORITY
INFO AMEMBASSY ABU DHABI
AMEMBASSY ALGIERS
AMEMBASSY AMMAN
AMEMBASSY ATHENS
USINT BAGHDAD 002
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
AMEMBASSY SANA
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TRIPOLI
AMEMBASSY TUNIS
SECSTATE WASHDC 4815

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USDOC FOR CAGNE: ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, GR, XF, XI
SUBJ: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: A) 10 FAM 310 B) STATE 081091

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1. INTRODUCTION AND SUMMARY

FOLLOWING ARE RECOMMENDED EVENTS FOR FY 79 BIC/CAGNE TRADE
PROMOTION EVENT SCHEDULE, PREPARED BY AMCONGEN CASABLANCA
IN COORDINATION WITH AMEMBASSY RABAT AND AMCONGEN TANGIER.
BECAUSE OF THE NON-AVAILABILITY OF SIMULTANEOUS INTERPRETERS
HERE, WE ARE NOT PROPOSING ANY SEMINAR MISSIONS. IN

ANTICIPATION OF POSSIBLE PARTICIPATION IN THE 1979 CASABLANCA INTERNATIONAL TRADE FAIR, WE HAVE NOT SCHEDULED ANY OTHER TRADE PROMOTION EVENTS DURING THE PERIOD FEBRUARY THROUGH MAY 1979.

RECOMMENDED FY 79 EVENTS (IN CHRONOLOGICAL ORDER FOR MOROCCO:

1) PUMPS AND COMPRESSORS CATALOGUE SHOW, OCTOBER 1978

2) FOOD PROCESSING AND PACKAGING MACHINERY CATALOGUES SHOW OR VTR CATALOGUE EXHIBIT, DECEMBER 1978-JANUARY 1979.

3) 28TH BIENNIAL CASABLANCA INTERNATIONAL TRADE FAIR, APRIL-MAY 1979 (MINIMUM THREE FULL MONTHS REQUIRED FOR PREPARATION)

4) CHEMICALS AND PLASTICS CATALOGUE SHOW, JUNE 1979

ALTERNATES:

1) TELECOMMUNICATIONS EQUIPMENT TRADE MISSION DECEMBER 1978 OR SEPTEMBER 1979.

2) SYNTHETIC AND CELLULOSIC YARNS CATALOGUE SHOW, LATE 1978 OR SEPTEMBER 1979.

2, RECOMMENDED EVENTS

A. 1979 CASABLANCA INTERNATIONAL TRADE FAIR

A) THIS BIENNIAL FAIR IS MOROCCO'S LARGEST COMMERCIAL EVENTS.
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THE FAIR IS OF POLITICAL AS WELL AS ECONOMIC IMPORTANCE, AND IS EXCELLENT OPPORTUNITY FOR U.S. TO DEMONSTRATE CONTINUING INTEREST IN THIS PART OF THE WORLD. THE UNITED STATES HAS PARTICIPATED IN THE FAIR FOR SEVERAL YEARS, MOST RECENTLY APRIL-MAY 1977. AT THIS WRITING IT IS NOT CERTAIN WHETHER THE 1979 FAIR WILL BE HELD AT SAME SITE IN CASABLANCA OR IN NEW FAIRGROUNDS OUTSKIRTS OF CASABLANCA. IF THE 1979 FAIR IS HELD IN THE NEW FAIRGROUNDS, THE UNITED STATES MIGHT WISH TO CONSIDER CONSTRUCTION OF A PAVILION, AND INDEED IT IS LIKELY MOROCCAN AUTHORITIES WILL URGE WE DO SO. WHEREVER 1979 FAIR IS HELD, WE BELIEVE THAT EITHER US PARTICIPATION SHOULD BE SUBSTANTIAL, OR WE SHOULD NOT PARTICIPATE AT ALL

B) TRADE FAIR (TYPE 1)

C) APRIL-MAY 1979 (DATES SET BY GOM)

D) POST WILL SOON BE COMPLETING REPORTS ON 1977 CASABLANCA INTERNATIONAL TRADE FAIR, WHICH CAN BE OF ASSISTANCE IN PLANING FOR 1979 FAIR.

B) PUMPS AND COMPRESSORS

A. MOROCCO IMPORTS A LARGE QUANTITY OF PUMPS, PARTICULARLY WATER PUMPS FOR IRRIGATION AND INDUSTRIAL PURPOSES. A NUMBER OF DAMS UNDER CONSTRUCTION THROUGHOUT MOROCCO WILL REQUIRE PUMPS AND COMPRESSORS, ANF THE GOM HAS AMBITIOUS SCHEMES FOR IRRIGATION PARTS OF THE SAHARA. IN 1975 MOROCCO IMPORTED \$19 MILLION WORTH OF PUMPS AND COMPRESSORS, A 57 PER CENT INCREASE OVER THE PREVIOUS YEAR. WE BELIEVE THERE IS ROOM FOR INCREASING OUR RELATIVELY SMALL (2.6PER CENTS IN 1975) SHARE OF THE MARKET.

B) CATALOGUE SHOW, PLUS DIRECTOR

C) SHOW TO TAKE PLACE IN OCTOBER 1978. IN CASABLANCA, WHERE ALL IMPORTERS ARE LOCATED.

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D) POST CAN SUPPLY NEEDED MARKET RESEARCH INFORMATION (SEE RABAT A-124, NOVEMBER 5, 1976.)

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C. FOOD PROCESSING AND PACKAGING MACHINERY

A) APPROXIMATELY 90 FACTORIES IN MOROCCO PROCESS AND PACKAGE FRUIT, FRUIT JUICES, CONDIMNENTS AND VEGETABLES, AND SOME 80 FACTORIES PROCESS AND CAN FISH AND FISH BY-PRODUCTS. BOTH THE PUBLIC AND PRIVATE SECTORS OF THE FOOD PROCESSING INDUSTRY ARE EXPENDING. THE MAJOR POTENTIAL CUSTOMER-- INDEED, THE ONLY ONE--IN THE PUBLIC SECTOR IN THIS DOMAIN IS THE OFF-UNCLASSIFIED

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ICE DE COMMERCIALIZATION ET D'EXPORTATION (OCE-THE STATE FIRM RESPONSABLE FOR MARKETING AND EXPORTING ALL FOOD PRODUCTS). THE GOM ESTABLISHED IMEC (INSTITUT MAROCAIN DE L'EMBALLAGE ET DU CONDITIONNEMENT-- MOROCCAN PACKAGING INSTITUTE WITHIN THE OCE TO STUDY NEW PACKAGING TECHNIQUES, THIS WOULD BE A MAJOR POINT OF CONTACT FOR THE MISSION. MOROCCAN IMPORTS OF FOOD PROCESSING AND PACKAGING MACHINERY IN 1975 AMOUNTED TO ABOUT \$12.7 MILLION, AND INCREASE OF 125 PER CENT OVER THE PREVIOUS YEAR. THE U.S. SHARE WAS LESS THAN 2PER CENT. NEVERTHELESS WE BELIEVE THERE IS ENOUGH POTENTIAL IN THIS FIELD TO JUSTIFY A TRADE PROMOTION EVENT.

A FOOD PROCESSING AND PACKAGING MACHINERY TRADE MISSION WAS SCHEDULED FOR OCTOBER 1975 BUT SUBSEQUENTLY CANCELLED.

B) CATALOGUE SHOW OR VTR CATALOGUE EXHIBIT, CENTERING ON CASABLANCA, HOME OF OCE (2DAYS SUGGESTED) INCLUDING FRENCH LANGUAGE FILM PROJECTION, FOLLOWED BY VISITS TO SOME OF FOLLOWING CITIES: AGADIR,SAFI, MARRAKECH, RABAT, AND MEKNES.

C) RECOMMENDED DATES: DECEMBER 1978-JANUARY 1979, TO ALLOW 2-3 MONTHS PREPARATION AFETR PUMPS AND COMPRESSORS CATALOGUE SHOW (SEE ABOVE) AND TO FINISH EXHIBIT WELL IN ADVANCE OF CASABLANCA FAIR.

D) POSTS CAN SUPPLY NEEDED MARKET RESEARCH INFORMATION (SEE RABAT A-124,)

D. CHEMICALS AND PLASTICS

A) THE LAST SEVERAL YEARS HAVE SEEN A STEADY INCREASE IN THE VALUE OF IMPORTS OF CHEMICALS AND PLASTICS INTO MOROCCO. THE U.S. SHARE OF THE MARKET IS LESS THAN 2PER CENT BUT WE BELIEVE THERE IS ROOM FOR SUBSTANTIAL INCREASE, PARTICULARLY IN INDUSTRIAL AND AGRICULTURAL CHEMICALS (INCLUDING SULFURIC ACID AND LIQUID AMMONIA) AND PLASTIC RAW MATERIALS SUCH
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AS SUCH POLYETHYLENE, POLYSTYRENE AND POLYURETHANE.)
(NOTE THAT IN THE FIELD OF PLASTICS MOROCCO ONLY IMPORTS PLASTIC RESINS FOR LOCAL PROCESSING AND TRANSFORMATION).

B) CATALOGUE SHOW, WITH QUALIFIED DIRECTOR

C) JUNE 1979 AT WHICH TIME, ONE MONTH AFTER THE 1979 CASABLANCA INTERNATIONAL TRADE FAIR, JUST POST WOULD BE ABLE TO SPONSOR SHOW, PROVIDED MATERIAL HAD ARRIVED TWO MONTHS IN ADVANCE. SHOW WOULD TAKE PLACE IN CASABLANCA, WHERE ALL IMPORTERS ARE LOCATED.

D) CASABLANCA CAN SUPPLY NEEDED MARKET RESEARCH INFORMATION (SEE RABAT A-124).

3. ALTERNATES

A. TELECOMMUNICATIONS EQUIPMENT

A) MOROCCAN IMPORTS IN THIS SECTOR ARE STEADILY INCREASING AND IN 1975 AMOUNTED TO \$19.1 MILLION, OF WHICH 11.4 PER CENT CAME FROM THE UNITED STATES. IN APRIL 1976 A NEW SEMI-PUBLIC TELECOMMUNICATIONS SOCIETY WAS FORMED IN ORDER TO HANDLE A PLANNED MAJOR EXPAND SYSTEM WILL BE ELECTRONIC RATHER THAN MECHANICAL AND WILL BE COMPATIBLE WITH U.S. TECHNOLOGY

B) TRADE MISSION. AS THE GOM IS BY FAR THE LARGEST CUSTOMER FOR TELECOMMUNICATIONS EQUIPMENT IN MOROCCO, TRADE MISSION WOULD TAKE PLACE IN RABAT, EMBASSY WOULD SPONSOR SHOW.

C. RECOMMENDED DATES: DECEMBER 1978 OR SEPTEMBER 1979.

D) RABAT CAN SUPPLY NEEDED MARKET RESEARCH INFORMATION (SEE RABAT A-124,)

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B.SYNTHETIC AND CELLULOSIC YARNS

A) MOROCCO IMPORTS ALMOST ALL OF ITS SYNTHETIC AND CELLULOSIC YARNS, WHICH IT USES IN ITS WEAVING MILLS. MORE AND MORE OF MOROCCO'S SPINNING MILLS ARE BEING EQUIPPED FOR THE PROCESSING OF MAN-MADE FIBERS. MOROCCO NOW PRODUCES SOME SHORT STAPLE PULP FROM EUCALYPTUS; THIS COULD FORM THE BASIS FOR LOCAL PRODUCTION OF ARTIFICIAL YARNS. WITH AN ANTICIPATED POPULATION GROWTH OF OVER 3 PER/CENT, MOROCCO'S NEEDS FOR SYNTHETIC AND CELLULOSIC YARNS ARE SURE TO INCREASE IN THE COMING YEARS. IN 1975 LESS THAN ONE PERCENT OF \$33. MILLIONS IMPORTS INTO MOROCCO CAME FROM U.S. NEVERTHELESS WE BELIEVE THAT A TRADE PROMOTION EVENT IN THIS SECTOR WOULD BE USEFUL IN ORDER TO ACQUAINT MOROCCANS WITH US PRODUCTS WHICH COULD BE COMPETITIVE WITH PRODUCTION SOURCED FROM EEC COUNTRIES.

B) CATALOGUE SHOW, PLUS DIRECTOR; SUGGEST YARN SAMPLES BE PROVIDED.

C) SHOW TO TAKE PLACE EITHER IN LATE 1978 OR IN SEPTEMBER 1979 IN CASABLANCA, WHERE IMPORTING AGENTS ARE LOCATED.

D) POST CAN USUPPLY NEEDED MARKET RESEARCH INFORMATION (SEE RABAT A-124)

4. INFO ADDRESSEES PLEASE ADD CASABLANCA AS RECIPIENT OF RESPONSES TO STATE 081091.
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